



GARDEN CITY

— KANSAS —

Graphic Standards Guide





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TYPES OF LOGO FILES

NOTE: Logo files are available for downloading at www.growgardencity.com

EPS *(Print)*

Vector-based image that will not lose quality if scaled larger than the provided size. Available in four-color process, spot color, and black and white.

TIF *(Print)*

High-resolution, pixel-based image that will lose quality if scaled larger than the provided size. Available in four-color process, and black and white.

JPEG *(On-Screen Uses or In-House Printing)*

Both high- and low-resolution, pixel-based images that will lose quality if scaled larger than the provided size. Available in RGB format, and black and white.

TYPES OF LOGO COLORS

Spot-Color *(Print)*

Spot-color printing uses pre-mixed ink colors determined by the Pantone Matching System (PMS). They accurately represent color chips provided to the print and design industry.

Four-Color Process *(Print)*

Process printing uses four inks (cyan, magenta, yellow and black — also referred to as CMYK) printed together to create a wide spectrum of colors.

RGB Format *(On-Screen Use)*

Colors are used in RGB (red, green and blue) format when they appear on computer or television screens.

Any changes made to logo fonts and text must be approved by Finney County CVB. Please call 620-276-0607. There will be no approved color substitutions.



OUR VISION

In 2011, a task force made up of the Finney County Convention and Tourism Bureau; the Garden City Area Chamber of Commerce; city, county and school district professionals and elected officials; and community volunteers came together to guide Garden City through a rebranding process.

New Boston Creative Group, LLC, was hired to conduct community research and develop a new community brand. The task force decided to build its new identity around an “International Garden” theme that explores what Garden City is physically (land, beauty, agricultural history), and what it is emotionally (the people, culture, kinship). The task force felt this theme would make Garden City distinct from other communities in the state and nation.

The goal of the initiative is to encourage outsiders to spend more time and money in the community. The target audience is anyone living in the region who would need retail or professional services, any business considering locating in the region, or anyone considering traveling to Garden City for business or pleasure.

The program will be measurable through increases in bed tax, pull factor, and sales tax.

ABOUT THE LOGO

This logo brings together many different aspects of Garden City. As a whole, it represents the garden theme through use of the regional yucca plant. The racial and ethnic diversity of Garden City’s population is shown through the different sizes and colors of the leaves. The leaves overlap and build upon each other to show unity and collaboration — coming together to a single point on the horizon, just like people and families from all over the world are drawn together in Garden City.



LOGO COMPONENTS



The Garden City logo consists of three main elements: The primary Yucca Plant icon, the GARDEN CITY logotype, and location.

Each of these elements has been custom-created and should never be recreated or re-typeset. To maintain consistency and create a strong visual identity, the Garden City logo should only be used from existing digital files.

For marketing and advertising purposes, the logo will appear with the tagline. (See Alternative Logo, page 6.)



PRIMARY LOGO

The horizontal version of the Garden City logo (Yucca Plant icon centered above the logotype) is the preferred logo format.

All proportions are based on an element's relationship to the height of the word GARDEN CITY in the logotype, represented by the letter X.

The proportion of each element has also been carefully calculated and the size relationships between the elements should be maintained whenever they are used together.



CLEAR ZONE

The Garden City logo should always have an area of open space or "clear zone" around it. No other graphic elements should fall within this area around the logo.

Where "X" is equal to the height of the word GARDEN CITY in the logotype, leave at least X amount of clearance on all sides of the logo.



MINIMUM SIZES

The Garden City logo should always be used at an appropriate size to make sure it is legible. When the primary logo is used, it should be no smaller than 1" at its widest point.



GRAYSCALE, ONE-COLOR USAGE & REVERSE



GRAYSCALE USAGE

A grayscale version of the Garden City logo will be used when the logo is to be printed in black & white.



ONE-COLOR USAGE

An alternate version of the Garden City logo will be used when only one color is available. In this version, all elements of the logo are one solid color.

The one-color logo should only be used as an alternative to the preferred full-color or grayscale version. It should not be used in four-color process printing or in RGB formats.

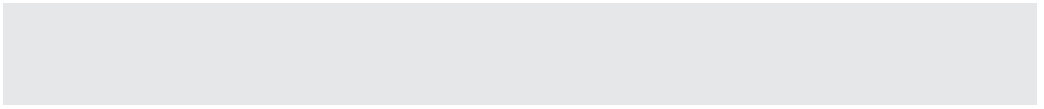


ONE-COLOR REVERSE USAGE

When only one color is available and the logo appears on black or another dark color, a one-color reverse version is available. In this version, the logo is all white.

Use this logo only when absolutely necessary.

A note about trademark — The logo files New Boston has provided include a trademark symbol, which means the owner claims trademark. This serves as a warning to others that they must respect your intellectual property. To register a trademark and use the ® symbol, NBCG recommends working with a trademark attorney to go through the trademark application process.



TAGLINE, ALTERNATIVE LOGO & TYPEFACES

THE WORLD GROWS HERE™

TAGLINE

The tagline should always be used in its entirety without any abbreviation. It can be used with or without the logo. Whenever possible, use in all caps for consistency.

Using with a™ symbol declares your trademark. To officially register the tagline, please contact a trademark attorney.



ALTERNATIVE LOGO

Logo with tagline can be used when there is no possibility of confusion with another city by the same name.



FINNEY COUNTY VERSIONS

Alternative Finney County logos are to be used only by Finney County or the CVB when promoting Garden City.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!—-?;,:”>{}[]()

Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%^&*!—-?;,:”>{}[]()

TYPEFACES

There are two typefaces that may be used for Garden City branded materials:

- Calibri Bold (headlines)
- Garamond Regular (body text).










LOGO COLORS

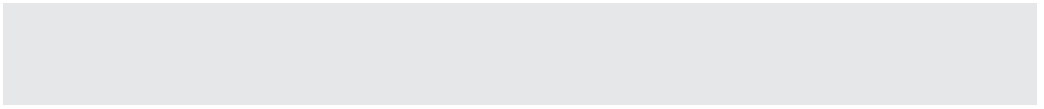


The Garden City logo color palette is composed of seven colors that represent this vibrant city.

Four-color process printing is the preferred option and should be used whenever possible. However, spot-color printing may be used when four-color process printing is not available. When the logo is used on the web or on screen, the RGB format should be used. The Garden City logo spot colors and their corresponding four-color process and RGB formulas are listed below.

The color samples in this guide are just a visual representation of the colors and should not be used as an accurate color match. Actual Pantone chips should be used to match colors when printing.

	4 COLOR PROCESS (CMYK)		SPOT COLOR (PANTONE)	RGB (WEB)	
 Tangerine	C	3	PMS 143	R	241
	M	44		G	157
	Y	85		B	65
	K	0			
 Bright Green	C	29	PMS 390	R	190
	M	7		G	204
	Y	83		B	85
	K	0			
 Sky Blue	C	57	PMS 2915	R	70
	M	10		G	175
	Y	0		B	210
	K	0			
 Purple	C	55	PMS 2587	R	115
	M	74		G	61
	Y	0		B	151
	K	0			
 Dark Green	C	43	PMS 5497	R	102
	M	20		G	132
	Y	40		B	121
	K	10			
 Maroon	C	33	PMS 208	R	154
	M	91		G	53
	Y	49		B	86
	K	16			
 Gray	C	0	PMS Cool Gray 10	R	88
	M	0		G	89
	Y	0		B	91
	K	80			



INCORRECT USAGE



DO NOT reposition the elements of the logo.



DO NOT distort or stretch the logo. Make sure it is always scaled proportionally.



DO NOT change the colors of the logo.



DO NOT place the logo on a background without sufficient contrast.



DO NOT place the logo on a photographic background without sufficient contrast.



DO NOT use the logo without all of the necessary elements.



DO NOT use the logo in a way that violates the minimum clear space, especially in a co-branding situation.



DO NOT use the logo as a solid color.



SAMPLE ADVERTISEMENT



- Lee Richardson Zoo
- Art in the Park
- Boo! at the Zoo
- Tumbleweed Festival
- Sandsage Bison Range
- Hot Air Balloon Classic
- Southwest Kansas Pro Am
- Mosaic's Rock n' Roll Rally
- Two Beautiful Golf Courses
- Beef Empire Days and Rodeo
- Historic Windsor Hotel
- Finney County Museum
- Fiesta and Cinco de Mayo
- Oktoberfest and Fall Fest
- Tet New Year Celebration
- World's Largest Municipal Concrete Swimming Pool



Visit Garden City, Kansas
800.879.9803



KEY MESSAGES

Grow with Garden City! We are a...

- **THRIVING MICROPOLITAN AREA**

that serves as the regional retail and professional service hub of Southwest Kansas. Garden City serves people from five different states with its retail, healthcare, and professional services.

- **COMMUNITY WITH A DIVERSE, AGRICULTURE-BASED HERITAGE**

For generations, our population has welcomed immigrants from around the world. These different nationalities are celebrated in the community and are well educated in our schools. These groups make Garden City's culture and lifestyle unique from those of other Kansas communities. We are a national model for how a small city adopts to, and strengthens itself with, the contributions of people from all over the world.

- **FUN PLACE TO VISIT, OFFERING:**

- The Lee Richardson Zoo and the Finnup Center for Conservation Education
- A thriving downtown business district, including the Art Center on Main and the historic Windsor Hotel
- A rich calendar of annual events
- An abundance of dining options, including many restaurants with ethnic specialties
- The Big Pool
- Two award-winning golf courses
- Sandsage Bison Refuge and Wildlife Area
- Excellent regional hunting.

- **WONDERFUL PLACE TO RAISE A FAMILY OR RETIRE, OFFERING:**

- An award-winning educational system (K-12 and community college)
- A terrific local healthcare system with many specialties such as heart and cancer care
- Affordable cost of living
- Low unemployment
- Wonderful parks and recreation options, including an award-winning zoo
- Access to both locally-owned stores and national retailers
- A strong social-service system
- A multitude of churches and active philanthropic organizations
- A young population with an average age of approximately 28.

- **TERRIFIC PLACE TO OWN OR OPERATE A BUSINESS, WITH:**

- A dedicated, hard-working workforce
- Access to both manual and skilled laborers
- Easy access to highway, rail and air transportation
- Plenty of land and real estate available for new industry, retail, office or agricultural development.



GLOSSARY OF TERMS

Clear Zone — To make the logo stand out, no other art or type should be placed within the clear zone around the logo.

Co-Branding — If two logos appear together to imply a cooperative effort, it is called co-branding. Logos used in co-branding should always be given the appropriate clear zone around each.

Digital File — Graphic designers prepare digital files for use in printing or on websites.

Logotype — Words used as part of the logo.

Re-typeset — To re-typeset essentially means to re-type. Don't type the words in a logo or tagline; instead, always use the artwork provided.

Reverse Logo — A logo changed to white for use on a dark background.

Tagline — Tagline refers to a short phrase that often accompanies a logo to make it more descriptive.

Typeface — Typeface is the same as "font." A font or typeface is a professionally designed alphabet. Most logo guidelines specify the typeface to use with the logo.

Typesetting — Before computers became a part of design and printing, words were prepared for print by manually setting individual letters in the right sequence: "typesetting." The term is still used to describe preparation of letters and words for print. If you choose a font and letter size for placement in a document, you are "typesetting."



Founded in 2006, New Boston Creative Group, LLC, is a full-service marketing and communications company with offices in Manhattan and Garden City, Kansas. New Boston partners with businesses, organizations and communities to help clients achieve their goals. The result is affordable, professional marketing that provides a positive return on investment. A team of native Kansans, New Boston specializes in projects that promote Kansas entities and improve the quality of life across the state.

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